

3205eP
Analysis of X posts during ESMO 2024 by Medical Watch

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Background

Increasingly we get medical information from social media. Medical.watch (MW) analyses this data. MW developed AI models to identify trials, diseases and therapies, and perform sentiment analysis. MW 's algorithm identifies the most impactful posts based on the number of replies, reposts, quotes and views from healthcare professionals. MW analysed social media activity during ESMO 2024 to characterize the most impactful clinical trials in GU cancers.

Methods

MW extracted all X posts with the #ESMO2024 from 13-17/9/2024. MW's AI models identified posts focussed on GU cancers. From this data set, we analysed the most impactful trials and the reaction to them to assess if reactions were positive, neutral or negative.

Results

MW extracted and analysed 707 posts identifying the most impactful posts. The results are displayed below. Table: 3205eP

Top 3 trials in bladder, prostate and kidney cancers

Clinical trial	Mentions				Positive	Negative	Neutral	Views	% Total views
BLADDER									
NIAGARA	28	15	0	13	111,453	24.78			
AMBASSADOR	12	6	0	6	30,159	6.71			
SUNRISE-4	10	5	0	5	19,009	4.23			
PROSTATE									
PEACE-3	40	18	0	22	96,106	12.45			
ARANOTE	18	11	0	7	49,886	6.46			
CONTACT-02	16	3	1	12	55,807	7.23			
KIDNEY									
TINIVO-2	27	0	11	16	125,382	28.39			
SUNNIFORECAST	12	0	2	10	24,644	5.58			
LITESPARK-005	9	2	0	7	32,238	7.30			

The total number of views for GU cancers total over 1.6 million. ESMO 2024's live attendance was 33,000, reach via social media represents over 40 times the reach of in person attendance. In terms of the most impactful clinical trials, the number of mentions is generally correlated with views. The exceptions to this observation are the PSMA-fore and PACE-A trials with disproportionately high number of views (19,000 and 23,000 respectively) and few mentions (4 and 3). Sentiment (positive, neutral, or negative) does not appear to correlated with views.

Conclusions

MW's unique 'search engine' capability processes the huge data on social media identifying the most relevant posts. MW's algorithm was able to identify the most impactful posts in GU cancers. Further data will be presented at ESMO 2025 including data on ASCO 2025.

Legal entity responsible for the study

Medical Watch.

Funding

Ghose Foundation.

Disclosure

S. Chowdhury: Financial Interests, Personal, Advisory Board: Astellas, Janssen, Huma, Bayer, Novartis/AAA, BeiGene, Remedy Bio, Athenex, Telix, Clovis Oncology, Pharmaand; Financial Interests, Personal, Invited Speaker: Janssen, AstraZeneca, Bayer; Financial Interests, Personal, Other, Consultant: medical watch; Financial Interests, Personal, Stocks/Shares, Stockl: Remedy Bio; Financial Interests, Institutional, Research Grant: Clovis Oncology; Non-Financial Interests, Advisory Role, Non-compensated advice: NHS England; Non-Financial Interests, Advisory Role: NICE NHS England. S. Hughes: Financial Interests, Personal, Invited Speaker, Ran an education seminar on prostate cancer for trainees at 2 national events: P3 2024 meeting; P3 2025 meeting: Bayer; Financial Interests, Personal, Invited Speaker, Co-Chair / organiser for the Annual PROSPECT Prostate and Bladder Cancer Meeting: 2024; 2025: Astellas; Financial Interests, Personal, Invited Speaker, Gave a talk on the prostate cancer diagnostic pathway to Janssen staff: 2025: Janssen; Financial Interests, Personal, Invited Speaker, Panel member at an educational webinar on PSMA Lutetium: 2025: Novartis; Financial Interests, Institutional, Other, Unrestricted grant to run an webinar and a multidisciplinary training day on the management of advanced bladder cancer: 2025 (Astellas had no input to the content): Astellas; Financial Interests, Personal, Full or part-time Employment, I'm the Clinical Lead for Radiotherapy and chair the SABR multidisciplinary meeting: TheLondon Clinic (Charity); Financial Interests, Personal, Ownership Interest, I'm co-founder and co-CEO of The Learning Lab - a Digi-tech company: The Learning Lab; Non-Financial Interests, Other, Member of the Education Council; Course leader for various international education activities: ASCO. A.J. Birtle: Financial Interests, Personal, Advisory Board: AZ. A.S. Merseburger: Financial Interests, Personal, Advisory Board, Speaker: Janssen; Financial Interests, Personal, Advisory Board, Speaker, Advisor: Astellas; Financial Interests, Personal, Advisory Board, Advisor: Bayer, Seagen; Financial Interests, Personal, Advisory Board: Novartis; Financial Interests, Personal, Member of Board of Directors, Travel costs: EAU. V. Subbiah: Financial Interests, Personal, Advisory Board, One time advisory board: Incyte, Novartis, Eli Lilly/ Loxo Oncology, Jazz Pharmaceuticals; Financial Interests, Personal, Advisory Board, One time ad board: Roche, Pfizer; Financial Interests, Institutional, Advisory Board, Scientific Advisory Board: Relay Therapeutics; Financial Interests, Institutional, Advisory Board: Regeneron; Financial Interests, Institutional, Advisory Board, Consultancy one time service: Novartis; Financial Interests, Personal, Invited Speaker, Invited speaker: Clinical Care Communications; Other, I am an employee of Sarah Cannon Research Institute, Nashville, TN: Sarah Cannon Research Institute. Y. Urun: Financial Interests, Personal, Advisory Board: Astellas, AstraZeneca, Janssen Oncology, Pfizer, Bristol Myers Squibb, Roche, MSD, Eczacıbaşı, Abdi İbrahim; Financial Interests, Personal, Invited Speaker: Astellas, Janssen Oncology, pfizer, Bristol Myers Squibb, Roche, Amgen, Eczacıbaşı, Abdi İbrahim; Financial Interests, Personal and Institutional, Local PI: Bristol Myers Squibb, AstraZeneca, MSD, Janssen, Roche. M.L.K. Chua: Financial Interests, Personal, Invited Speaker: Astellas, AstraZeneca, Bayer, BeiGene, Janssen, MSD, Varian; Financial Interests, Personal, Advisory Board: Axiom; Financial Interests, Personal, Other, Advisor on Steering Committee of global trial: Bicara Therapeutics; Financial Interests, Personal, Member of Board of Directors: Digital Life Line; Financial Interests, Personal, Stocks/Shares: Digital Life Line; Financial Interests, Institutional, Advisory Board: Digital Life Line; Financial Interests, Institutional, Other, Research agreement: Decipher Biosciences; Financial Interests, Institutional, Research Grant, Grant for an IIT: BeiGene; Financial Interests, Institutional, Local PI, Funding for DECREASE - a global randomised phase 2 trial of Darolutamide vs Darolutamide and Radiotherapy in M0 CRPC: Bayer; Non-Financial Interests, Leadership Role: Head and Neck Cancer International Group; Non-Financial Interests, Principal Investigator, PI of an IIT partly sponsored by BeiGene: BeiGene; Non-Financial Interests, Member of Board of Directors, Board of Trustees and Chair of Scientific Committee: Alice's Arc; Non-Financial Interests, Leadership Role, Board of Trustees: Alice's Arc. 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Choueiri: Financial Interests, Personal, Advisory Board, Advice on GU/RCC drugs: BMS, Pfizer, Merck, Exelixis, AstraZeneca; Financial Interests, Personal, Advisory Board, Advice on Onc drugs: Lilly, EMD Serono, Infinity; Financial Interests, Personal, Advisory Board, Advice on RCC drug: Calithera; Financial Interests, Personal, Invited Speaker, RCC drug: Ipsen; Financial Interests, Personal, Advisory Board, Advice on GU Onc drugs: Surface Oncology; Financial Interests, Personal, Other, Consultant on onc drugs: Analysis Group; Financial Interests, Personal, Invited Speaker, CME, ww2.peerview.com: Peerview; Financial Interests, Personal, Invited Speaker, CME, gotoper.com: PER; Financial Interests, Personal, Invited Speaker, CME, researchtopractice.com: ResearchToPractice; Financial Interests, Personal, Invited Speaker, National Association of Managed Care: NAMC; Financial Interests, Personal, Invited Speaker, ASCO-related event: ASCO-SITC; Financial Interests, Personal, Other, Grant review to Orien Network (\$400): ORIEN; Financial Interests, Personal, Advisory Board, Advising oncology strategy: Aptitude Health; Financial Interests, Personal, Invited Speaker, Best of ASCO19 talk: Advent health; Financial Interests, Personal, Invited Speaker, Best of ESMO20 talk (\$1000): UAE Society of Onc; Financial Interests, Personal, Invited Speaker, CME, mjhlifesciences.com (OncLive): MJH life sciences; Financial Interests, Personal, Invited Speaker, Grand Rounds: MDACC; Financial Interests, Personal, Invited Speaker, RCC webinar: Cancernet; Financial Interests, Personal, Invited Speaker, CME, Kidney Cancer Association (\$1300): France Foundation; Financial Interests, Personal, Invited Speaker, CME, RCC: Springer, WebMed; Financial Interests, Personal, Invited Speaker, CME, ImmunoOncology in RCC: ASiM, CE; Financial Interests, Personal, Invited Speaker, CME, PodCast in RCC (\$500.00): Caribou Publishing; Financial Interests, Personal, Invited Speaker, Reimbursement (\$432.00): Kidney Cancer Association; Financial Interests, Personal, Other, member of the DSMB for clinical trial: Aravive; Financial Interests, Personal, Advisory Board, GU cancer drug development: alkermes, Gilead; Financial Interests, Personal, Other, Study section reviewer. \$200.00 per day for 1 day: National Cancer Institute; Financial Interests, Personal, Other, Cancer Center Grand Rounds: Cleveland Clinic;

Financial Interests, Personal, Advisory Board, Advisory Board/month: CURESPONSE; Financial Interests, Personal, Advisory Board: Tempest, Precede Bio (not publicly traded)), bicycle Therapeutics, Analytics Oncology, Faron Pharmaceuticals; Financial Interests, Personal, Member of Board of Directors, unpaid<https://www accru.org/main/public/index.xhtml>: ACCRU; Financial Interests, Personal, Member of Board of Directors, Unpaid<https://kidneycan.org>: KidneyCan; Financial Interests, Personal, Other, External Advisory Board Member: Gustave Roussy; Financial Interests, Personal, Stocks/Shares, advisor: Pionyr (not publicly traded), Tempest (publicly traded), Osel (not publicly traded), Precede Bio (not publicly traded)), CURESPONSE (not publicly traded), Inndura; Financial Interests, Personal, Stocks/Shares: Primium; Financial Interests, Personal, Royalties, For writing and updating chapters in GU Oncology: Up-To-Date online textbook; Financial Interests, Institutional, Funding, National Chair: BMS, Merck, Exelixis, AstraZeneca, Takeda, Tracon; Financial Interests, Institutional, Local PI, National Chair: Roche; Financial Interests, Institutional, Funding, National co-chair: Pfizer, EMD-Serono; Financial Interests, Institutional, Funding, Chair of trial: Lilly; Financial Interests, Institutional, Local PI: Surface Oncology, GSK; Financial Interests, Institutional, Funding, SC member: Eisai; Financial Interests, Institutional, Funding, National co-chair on 3 ongoing trials: ALLIANCE Cooperative Group; Financial Interests, Institutional, Research Grant, for GU oncology translational research through IION program: BMS; Financial Interests, Institutional, Research Grant, for GU oncology translational research: Exelixis; Financial Interests, Institutional, Research Grant, For Health outcomes research: Roche; Financial Interests, Institutional, Local PI, leads trials as PI: Nikang; Non-Financial Interests, Leadership Role, Co-Chair of the meeting, 2019- current and BOD member (unpaid): Kidney Cancer Research Summit of KidneyCAN; Non-Financial Interests, Principal Investigator, Trial Global and National PI with GU Cancers, mostly Kidney Cancer: Multiple Academic and Industry entities; Non-Financial Interests, Personal, Other, Track Leader/Session chair/Speaker/Discussant: ASCO; Non-Financial Interests, Personal, Other, Speaker/Discussant/Track Leader: ESMO; Non-Financial Interests, Institutional, Other, Access to genomic database: Foundation Med, Guardant, Invitae; Non-Financial Interests, Personal, Other, Grants reviewers: AACR; Non-Financial Interests, Personal, Other, Reviewer of papers: Various journals (e.g. NEJM, Lancet, JCO); Non-Financial Interests, Personal, Other, Medical writing and editorial assistance support (e.g. ClinicalThinking, Envision Pharma Group, Fishawack Group of Companies, Health Interactions, Parexel, Oxford PharmaGenesis, pharmagenesis, and others). However, first draft frequently initiated by myself when I am 1st author: Medical Communication; Non-Financial Interests, Member: ASCO, AACR; Non-Financial Interests, Other, Political vote usually as “independent”, not a member of any political party. I am an issue voter: General US Politics; Other, Employee at DFCI. Please see <https://www.dana-farber.org/> for mission statement (non-profit hospital). I am also the past President of Medical Staff at DFCI 2015-2018: Dana-Farber Cancer Institute (DFCI); Other, Professor at HMS, Please see <https://hms.harvard.edu/> for mission statement (non-profit school): Harvard Medical School (HMS); Other, The institution filed patents related to biomarkers of immune checkpoint blockers, and circulating tumor DNA. No money made and some patents were abandoned: Filed patents. All other authors have declared no conflicts of interest.